

What is Claimed Is:

1 1. A media logging system for indexing media, comprising:
2 a timer object that provides a time reference upon request in connection
3 with the media; and
4 a logger object that logs predefined events that occur in the media by
5 associating the events with respective time reference from the timer object.

1 2. The logging system of claim 1, wherein the logger object includes a
2 graphical user interface having a plurality of interface objects that can be
3 selected by a user of the logging system in order to log events that occur in the
4 media.

1 3. The logging system of claim 2, wherein the interface objects include
2 labels thereon corresponding to predetermined events that may typically occur in
3 the particular media being logged.

1 4. The logging system of claim 2, wherein the logging system is adapted
2 for use in logging a sporting event and the interface objects correspond to events
3 that occur during the sporting event

1 5. The logging system of claim 1, wherein the graphical user interface is
2 customizable to correspond to types of events that occur in the particular media
3 being logged.

1 6. The logging system of claim 1, wherein the system includes an
2 arrangement that automatically logs predefined events in the media being logged
3 based on video analysis.

1 7. The logging system of claim 1, wherein the system includes an
2 arrangement that automatically logs predefined events based on text analysis.

1 8. The logging system of claim 1, wherein the system includes an
2 arrangement that automatically logs predefined events based on audio analysis.

1 16. The media asset management system of claim 12, wherein the video
2 server includes an arrangement that automatically logs predefined events based
3 on video analysis.

1 17. The media asset management system of claim 12, herein the video
2 server includes an arrangement that automatically logs predefined events based
3 on text analysis.

1 18. The media asset management system of claim 12, wherein the video
2 server includes an arrangement that automatically logs predefined events based
3 on audio analysis;

1 19. The media asset management system of claim 13, wherein the user
2 interface includes a feature that enables the media segments to be viewed.

1 20. A customizable media asset management system for managing media
2 assets, comprising:

3 a logging application that creates indexes of events that occur in the
4 media;

5 a video server that captures and digitally stores events logged by the
6 logging application as media segments; and

7 a graphical user interface generator that creates customized user interfaces
8 for the logging application based on information entered in a database.

1 21. The customizable media asset management system of claim 20,
2 wherein the graphical user interface generator generates user interface objects
3 for a logging screen for use by a user when using the logging application.

1 22. The customizable media asset management system of claim 20,
2 wherein the creation of the customized user interface is database driven.

1 23. The customizable media asset management system of claim 20,
2 wherein the user interface generator is further operable to dynamically generate a
3 logging database for use by said logging application.

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